

15. A method according to claim 14 wherein the measured cellular component is cAMP and the said chemical is forskolin.

16. A method according to claim 7 wherein the receptor is an insect receptor.

17. A method according to claim 16 wherein the insect receptor is a tyramine, a serotonin, a dopamine, an octopamine or a muscarinic-acetylcholine receptor.

18. A method according to claim 8 wherein the cells are subsequently induced to differentiate, and used in a ligand binding assay.

19. An assay for detecting binding between a protein and a potential binding partner therefore, said method comprising (a) transforming a cell according to claim 5 so that the protein is expressed under the control of a globin promoter, (b) detecting binding between said potential binding partner and the said protein on a membrane of the cell.

20. An assay according to claim 19 where the cells are induced after step (a) and prior to step (b), so as to obtain high levels of protein expression from fully differentiated cells.

21. An assay according to claim 19 wherein step (b) may be effected on isolated membranes extracted from lysed cells.

22. A vector comprising a sequence which encodes a non-mammalian protein receptor under the control of a globin promoter.

23. A vector according to claim 22 wherein the globin promoter is under the control of the human globin locus control region.

24. A vector according to claim 22 wherein the non-mammalian protein receptor is an insect receptor.